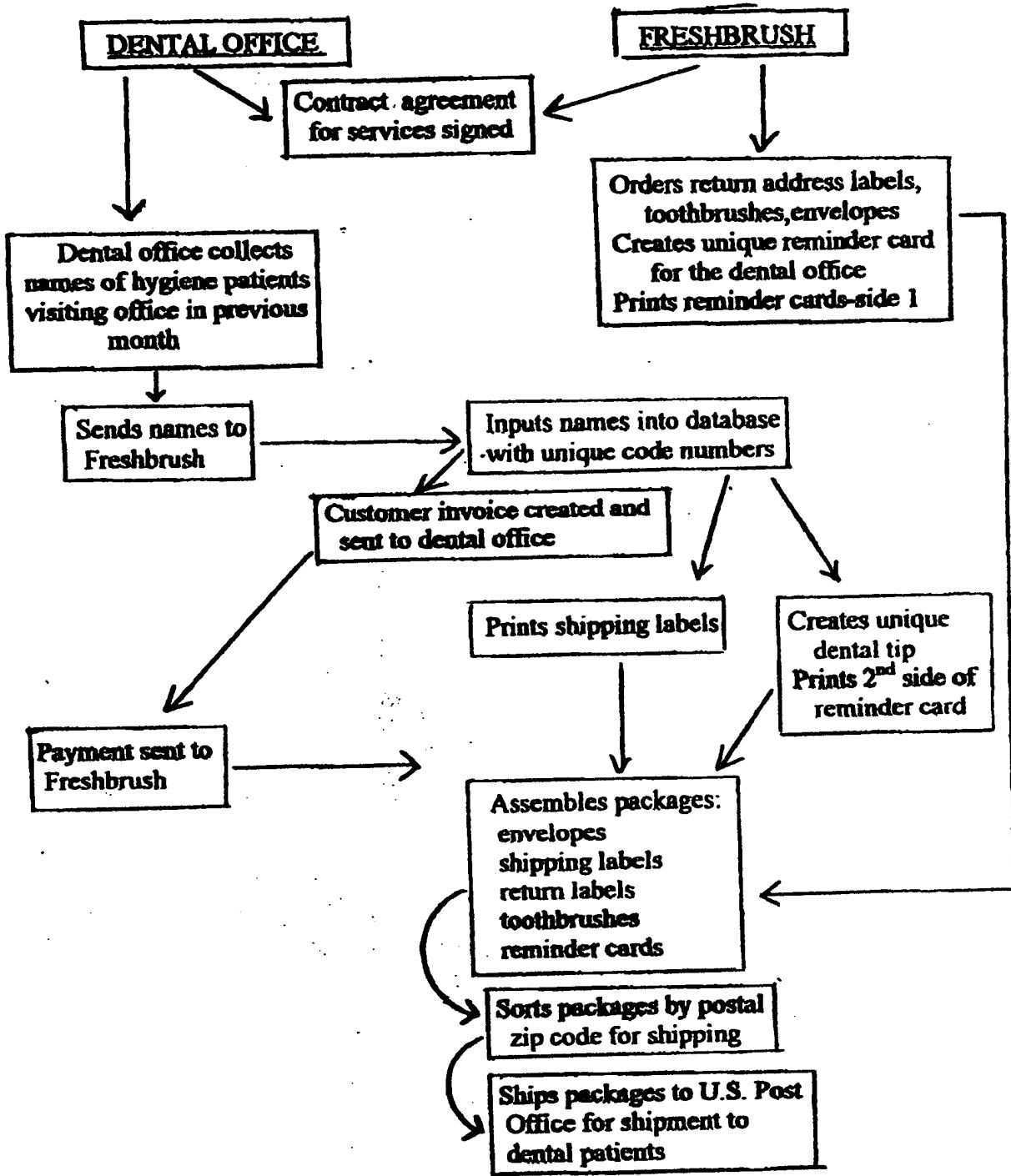


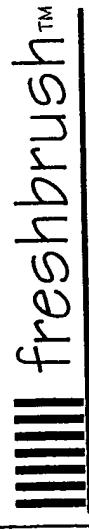
FRESHBRUSH FLOW CHART



How the Freshbrush™ program works:

- ❖ A registration form is completed by the dentist, including toothbrush preference for each age category (child, youth, adult).
- ❖ Each month, the dental office sends Freshbrush™ a list of all recall patients (those receiving a cleaning).
- ❖ Patients receiving a toothbrush from their dentist at their hygiene appointment will be sent a new toothbrush in three months with a reminder notice to confirm their next recall appointment.
- ❖ The dentist receives a monthly report from Freshbrush™ indicating patients who have not had a recall exam at the appropriate six month interval.
- ❖ A yearly status review is created and sent to the dentist analyzing hygiene production.
- ❖ Custom plans available for specialty practices.

To enroll, contact:

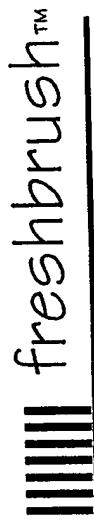


oral hygiene for the 21st century

po box 5111
wayland, ma 01778
tel: 508-655-1941
fax: 508-655-6624

appreciate

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It's more than just a new toothbrush

oral hygiene for the 21st century

Freshbrush™ is proud to introduce a new and innovative service to the dental community.

We all recognize how important it is for our patients to brush their teeth with a proper toothbrush. But how many of them are still using the same toothbrush you gave them at their last cleaning - or the brush you gave them a year ago?

As recommended by the American Dental Association, it is essential to change a toothbrush at least every three months in order to clean teeth properly and maintain their health at its peak. The problem is, there hasn't been an easy way to do this. Not only is the patient unmotivated to make the necessary, timely purchase, but once in a store, is often confused by the number of choices. Freshbrush solves this dilemma by automatically sending a new ADA-approved toothbrush directly to their home.

Freshbrush™ offers an easy way for your patients to brush their teeth with the optimal tool for superior dental care.

- Not only will your patients have less decay and healthier periodontium, but they will also be able to better maintain their restorations (crowns, implants).

**freshbrush™ - better for you
and better for your patients.**

- This service enhances and elevates the quality of dental home care you provide your patients.
- Freshbrush™ can be tailored for different programs and individual needs (general practice, periodontics, orthodontics, and pedodontics)
- Freshbrush™ helps you maintain contact between patients and your office. Patients view the receipt of a new toothbrush as a thoughtful gift.
- Your office will establish itself as a leader in providing the ultimate quality of dental care. The patient will think: "My dentist is doing the very best for me."

It gets even better!

Improved office productivity and efficiency

- Scheduling is more efficient and effective. By using the three-month notification reminder, patients get confirmation of their next scheduled visit. There will be fewer holes in the schedule due to last-minute changes.

Hygiene production will improve.

- Freshbrush™ provides the office with a monthly list of patients failing to keep their six-month recall appointments. Patients will no longer "fall through the cracks." The office will establish better productivity and maintain a stable patient base.

Better oral hygiene

- Receipt of a new toothbrush will motivate patients to be more attentive to their oral hygiene and develop better dental habits.
- Not only will your patients have less decay and healthier periodontium, but they will also be able to better maintain their restorations (crowns, implants).



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Po box 5111
wayland,ma.01778

tel: 508-655-1941
fax: 508-655-6624

Dear Colleague,

Freshbrush™, Inc. is proud to introduce a new and innovative service to the dental community, which will enhance and elevate the quality of dental home care you provide to your patients. We all recognize how important it is for our patients to brush their teeth with a proper toothbrush. But, how many of them are still using the same one you gave them at their last cleaning- maybe one year ago! Dentists and patients alike know how important it is to change their toothbrush at least every 3 months in order to clean their teeth properly and to maintain their health at its peak. The problem is, there hasn't been an easy way to do this. Not only is the patient unmotivated to make the necessary, timely purchase, but once at the store, is often confused by the number of choices. "Too confusing! Too much effort!" is often the cry heard from our patients.

Until Now!

Freshbrush™ offers an easy way for your patients to brush their teeth with the optimal tool for the superior dental care you provide them and they deserve. Three months after their cleaning appointment, each of your patients will be automatically sent a new toothbrush of your choice directly to their home. Once they receive their new toothbrush, all they have to do is throw the old one away. Nothing could be easier! They never have to buy another toothbrush ever again. No more confusion at the store, no more procrastination. Your patients will become more dedicated and more motivated to seek your professional care and expertise.

Here's how the Freshbrush™ program works:

- The dental office registers for enrollment in the Freshbrush™ program.
- A list of hygiene (recall) patients, having received a cleaning and a toothbrush from the dental office, is sent to Freshbrush each month.
- Three months after their office visit, a new toothbrush will be sent **directly** to each patient on the monthly list.
- With this mailing, each patient will also receive a greeting, reminding the patient to confirm the date and time of his or her next cleaning appointment.

It Gets Even Better

The cost of this program to the dentist is \$2.25/toothbrush per patient. (Optional patient billing may be done at the discretion of the dentist.) This is less costly than if the patient had to go out and purchase his or her own supply of toothbrushes throughout the year. Without the hassle! No need to think about it. It is done automatically for them.

Imagine, make more money and provide better service, at no extra cost. Everyone wins!

What could be easier?

Freshbrush™ - better for you and better for your patients!

Enroll Your Patients Today!

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||||| **freshbrush™**

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wayland,ma.01778

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Dear Colleague,

Freshbrush™, Inc. is proud to introduce a new and innovative service to the orthodontic community, which will enhance and elevate the quality of dental home care you provide to your patients. We all recognize how important it is for our patients to brush their teeth with a proper toothbrush while undergoing active orthodontic care. But, how many of them are still using the same one their dentist gave them at their last cleaning- perhaps one year ago! Dentists and patients alike know how important it is to change their toothbrush at least every 3 months in order to clean their teeth properly and to maintain their health at its peak. Yet, orthodontic brackets and appliances can cause toothbrush bristles to wear much faster, and thus render a toothbrush useless. **Patients need to replace their toothbrush every month while having braces.** The problem is, there hasn't been an easy way to do this. Not only is the patient unmotivated to make the necessary, timely purchase, but once at the store, is often confused by the number of choices. "Too confusing! Too much effort!" is often the cry heard from our patients.

Until Now!

Freshbrush™ offers an easy way for your patients to brush their teeth with the optimal tool for the superior dental care you provide them and they deserve. Once a month, each of your patients will be automatically sent a new toothbrush of your choice directly to their home, while in active treatment. Once they receive their new toothbrush, all they have to do is throw the old one away. Nothing could be easier! They never have to buy another toothbrush ever again. No more confusion at the store, no more procrastination. Your patients will become more dedicated and more motivated to seek your professional care and expertise.

Here's how the Freshbrush™ program works:

- The dental office registers for enrollment in the Freshbrush™ program, providing the specific ADA approved toothbrush to be sent.
- A list of patients starting orthodontic treatment that month is sent to Freshbrush each month.
- A new toothbrush will be sent **directly** to each patient on the monthly list, every month for 24 months (average case time).
- After the initial enrollment, the monthly program may be extended as treatment warrants.

It Gets Even Better !

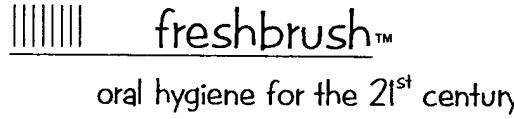
The cost of this program to the dentist is \$27/year per patient. (Optional patient billing may be done at the discretion of the orthodontist.) This is less costly than if the patient had to go out and purchase his or her own supply of toothbrushes throughout the year. Without the hassle! No need to think about it. It is done automatically for them.

Imagine, make more money and provide better service, at no extra cost. Everyone wins!
What could be easier?

Freshbrush™ - better for you and better for your patients!

Enroll Your Patients Today!

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PROGRAMS

Choose the best program most suitable for your practice

Gold:

- Each month, the dental office will send to freshbrush™ those names of patients receiving a cleaning. (This may be done daily, weekly or monthly.)
- Three months later, freshbrush™ will send a new toothbrush and appointment reminder directly to each patient .
- Each patient will receive two (2) freshbrush™ toothbrushes each year.
- Each month (after the first six month cycle), the dental office will receive a Hygiene Analysis report from freshbrush™.

Cost: \$2.25/brush (+tax)

Silver: same as above, except a manufacturer's brand name toothbrush will be sent in lieu of the freshbrush™ brand.

Cost: \$3.50/brush (+tax)

Ortho Gold:

- Each month, the orthodontic office will send to freshbrush™ those names of patients starting treatment.
- Freshbrush™ will send to each patient a freshbrush™ toothbrush directly to his/her home every month for the next 24 months.
- At the end of the 24 month period, the program may be extended as needed.

Cost: \$2.25/brush (+tax)

Ortho Silver: same as above, except a manufacturer's brand name toothbrush will be sent in lieu of the freshbrush™ brand.

Cost: \$3.50/brush (+tax)



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wayland, ma. 01778

tel:508-655-1941
fax:508-655-6624

Registration Form

Dentist: (as it is to appear on return address label)

Address: _____

Office Manager : _____
(contact)

Tel #: _____

Fax #: _____

Terms and Conditions :

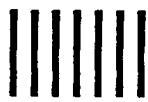
- Freshbrush will mail a toothbrush directly to the patient address as supplied by the participating dentist, via U.S. Postal Service. Freshbrush is not responsible for improper address location, change of address, undeliverable mail, or any other situation associated with normal postal delivery beyond its control.
- Freshbrush respects the privacy and proprietary nature of the Dentist's patients and will not release or divulge the names or street addresses of any patient to any other third party.
- Full payment for this service is due and payable monthly by check (U.S.\$) within 30 days from the time of the dated invoice. Minimum length of service contract is one full year (12 months). NO service or toothbrush delivery will occur beyond the scope of these terms.
- Freshbrush reserves the right and privilege to substitute a comparable toothbrush as conditions warrant. Freshbrush reserves the right to increase or decrease the fee for this service as needed, with proper notification.
- Shipping and handling charges will be applied to office deliveries only.

I agree to the above conditions and would like to register for Freshbrush™

Signed: _____

Date: _____

Print Name: _____



freshbrush™

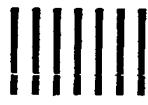
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Fax Instruction Page

- 1) Photocopy the attached order page.
- 2) Complete the information, including the number of patients who have had a cleaning that month.
- 3) Print and sign your name.
- 4) Send the order page, along with the names of the patients to Freshbrush at
Freshbrush™ fax line: 508-655-6624
- 5) Make sure the size of the brush is marked next to each individual name.
(Y=youth; A=adult)

The office will be sent an invoice once the order form is received.

Thank You



freshbrush™

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Facsimile Order Page

Dental Office: _____

Address: _____

Phone: _____

Fax #: _____

The following _____ (#) pages contain the names of
_____ (#) patients who have had recalls in
_____ (month/year)

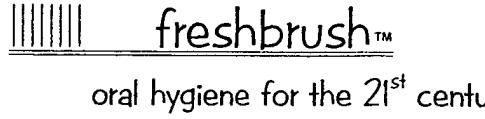
Please send a Freshbrush™ to each of these patients.

Thank you,

_____ (print name)
_____ (sign name)

Call the Freshbrush™ fax line: 508-655-6624

Note: Please be sure to indicate the age level
of each patient with a "Y" or "A"



CONGRATULATIONS !

Your dentist, Dr.Limoges, has enrolled you in the newest and finest program available in home dental hygiene-freshbrush™

What is freshbrush™?

freshbrush™ is an exciting new service that will automatically deliver a new toothbrush to your home. You will never again need to remember to buy another toothbrush at the store. When the new toothbrush arrives, you know its time to throw the old one away, before it can damage your teeth and gums. freshbrush™ gives you an easy way to take care of your oral health.

What are the Advantages of freshbrush™?

- Better dental health- Changing your toothbrush every 3 months, as recommended by your dentist and the American Dental Association will lead to less cavities and less gum disease. Toothbrush bristles can become worn and frayed without notice. An old toothbrush will not clean your teeth properly and can even damage your teeth and gums.
- Convenience- You will never have to think about when to change your toothbrush or what kind to buy. Your dentist has chosen the proper brush just right for you! A new one will arrive on time right to your mailbox.
- Savings- Brushing better will lead to a healthier mouth and less costly dental procedures. Not only will you save money, but you will save time too. Better care of your teeth and gums will mean shorter dental visits.
- A Healthier You- According to the Surgeon General of the United States, a healthier mouth will lead to a healthier body. You will feel better and get less colds and flu. Your old toothbrush is a harbor for germs and viruses. Changing your brush will keep you healthier.

What Do I Have To Do?

Nothing! - Just brush. And, when you get your new toothbrush from Dr. Limoges, just throw the old one away, and enjoy a healthier mouth! It's..... freshbrush™.



oral hygiene for the 21st century

CONGRATULATIONS !

Your orthodontist, has enrolled you in the newest and finest program available in home dental hygiene.....freshbrush™

What is freshbrush™?

freshbrush™ is an exciting new service that will automatically deliver a new toothbrush to your home every month while you have braces on your teeth. You will never again need to remember to buy another toothbrush at the store. When the new toothbrush arrives, you know its time to throw the old one away, before it can damage your teeth and gums. freshbrush™ gives you an easy way to take care of your oral health while having orthodontic care.

What are the Advantages of freshbrush™?

- Better dental health- Orthodontic braces and brackets cause your toothbrush to wear out faster than normal. Toothbrush bristles can become worn and frayed without notice. An old toothbrush will not clean your teeth properly and can even damage your teeth and gums. Changing your toothbrush every month, as recommended by your orthodontist, will lead to fewer cavities and less gum disease.
- Convenience- You will never have to think about when to change your toothbrush or what kind to buy. Your orthodontist has chosen the proper brush just right for you! A new one will arrive on time directly to your mailbox.
- Savings- Brushing better will lead to a healthier mouth and less costly dental procedures. Not only will you save money, but you will save time, too. Better care of your teeth and gums will mean shorter dental visits, and less time in braces!
- A Healthier You- According to the Surgeon General of the United States, a healthier mouth will lead to a healthier body. You will feel better and get less colds and flu. Your old toothbrush is a harbor for germs and viruses. Changing your brush will keep you healthier.

What Do I Have To Do?

Nothing! Just brush. And, when you get your new toothbrush, just throw the old one away, and enjoy a healthier mouth! It's freshbrush™.



oral hygiene for the 21st century

CONGRATULATIONS !

Welcome to the "On Time Rewards Club". Your visit with us to have your teeth cleaned at the right time shows us you care about your dental hygiene. As a reward for your diligence, Dr.Tesini & Associates has enrolled you in the newest and finest program available in home dental hygiene- freshbrush™

What is freshbrush™?

freshbrush™ is an exciting new service that will automatically deliver a new toothbrush to your home in three months, just when your old brush needs to be replaced.. You will not need to remember to buy another toothbrush at the store. When the new toothbrush arrives, you know its time to throw the old one away and schedule your next "on time" appointment. freshbrush™ gives you an easy way to take care of your oral health and remind you to make your next appointment.

What are the Advantages of freshbrush™?

- Better dental health- Changing your toothbrush every 3 months, as recommended by Dr. Tesini & Associates and the American Academy of Pediatric Dentistry, will lead to less cavities and less gum disease. Toothbrush bristles can become worn and frayed without notice. .
- Convenience- You will not have to think about when to change your toothbrush or what kind to buy. Your dentist has chosen the proper brush just right for you! A new one will arrive on time right to your mailbox.
- Savings- Brushing better will lead to a healthier mouth and less costly dental procedures. Better care of your teeth and gums will mean shorter dental visits.
- A Healthier You- According to the Surgeon General of the United States, a healthier mouth will lead to a healthier body. Your old toothbrush is a harbor for germs and viruses.

What Do I Have To Do?

Nothing!- Just brush. Remember, by keeping timely recall appointments, you will be enrolled in the "On Time Rewards Club". And, when you get your new toothbrush from Dr.Tesini & Associates, just throw the old one away, and enjoy a healthier mouth! It's..... freshbrush™.

from Drs. Kane, Tesini, & Soporewski

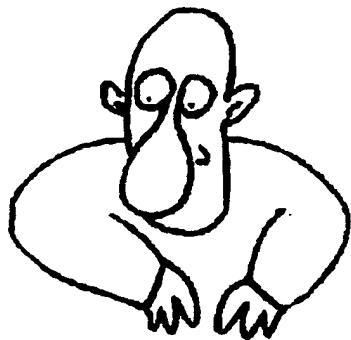


it's time to replace your old
toothbrush with this new one

because we want you to have
the very best dental care
possible !

©maszil2001

Everybody nose.....

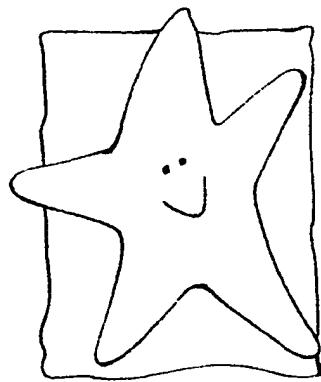


adding fluoride to drinking
water is the best way to
prevent cavities !

© maszil2001

Congratulations !

from the "On Time" Rewards Club



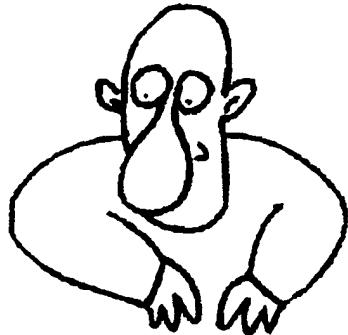
For diligence and perseverance
above and beyond the call
of dental hygiene,
Dr. Tesini & Associates
hereby reward you
with this fresh, new toothbrush
in recognition of your continued
excellent dental health.

p.s.- to stay "On Time".

make sure your next appointment is ok.
and start using your new toothbrush today!

© maszil2002

Everybody nose.....



CHEWING SUGARLESS GUM
CAN ACTUALLY REDUCE
THE NUMBER OF CAVITIES.
YOU GET IT!

©maszil2001